

Advertising



Texas Criminal Defense Lawyers Association
6808 Hill Meadow Drive • Austin, Texas 78736

www.tcdla.com

About TCDLA

The Texas Criminal Defense Lawyers Association (TCDLA) is the largest state association for criminal defense lawyers in the nation. TCDLA started in 1971 as a small, nonprofit association and has grown into a state-of-the-art organization, providing assistance, support, and continuing education to its members. TCDLA provides a statewide forum for criminal defense lawyers and is the only voice in the legislature interested in basic fairness in criminal defense cases. We are proud that among our 3400 members are found the “who’s who” of the criminal defense profession in Texas.

TCDLA has a reputation for supporting industry communication. Our members and affiliates depend on us for the most up-to-date information. We provide the highest-quality legal education available for new lawyers as well as seasoned veterans.

TCDLA hosts more than 50 seminars each year, which are attended regularly by members. We also welcome non-members, judges, and professionals in related fields, which has increased our yearly seminar attendance to approximately 3500 people seeking to continue their educational opportunities.

Media Options

- ☞ *Voice for the Defense* magazine (ISSN 0364-2232), is published monthly (bimonthly in January/February and July/August), 10 issues total, by the Texas Criminal Defense Lawyers Association. Current circulation is 4,000, including TCDLA members, active judges, appellate court judges, county court at law judges, and district court judges. Regular subscriptions are \$75 annually.
- ☞ TCDLA membership directory is published once per year, mailed annually in September and available to TCDLA members only.
- ☞ TCDLA’s website is getting a new look and currently under construction. Details to come.

Material Specifications

- ☞ All ads must be submitted in digital format as a JPEG, EPS, TIF, or PDF at a resolution of 300 dpi
- ☞ All color files must be CMYK at a resolution of 300 dpi, submitted with a color match proof
- ☞ Ad layout is the responsibility of the advertiser (a basic black-and-white ad can be designed for a \$250 fee)
- ☞ *Voice for the Defense* cover, inside cover, back, and back inside cover are CMYK (RGB for online edition); inside pages are black-and-white
- ☞ TCDLA membership directory inside front and back covers are CMYK; all other pages are one color
- ☞ Files may be submitted on a CD or via email

Rate Policy

Advertisers will be protected at their contracted rate for the duration of their contract. Advertisers may be short-rate billed if the contract rate has not been earned up to the date of cancellation. Cancellations are not accepted after display ad deadlines. All advertising and exhibiting options are subject to approval. TCDLA reserves the right to refuse acceptance of advertising materials from any party. Company sponsorships of TCDLA events do not constitute a TCDLA endorsement of the sponsoring party.

Contact

Please contact the home office with any questions—(512) 478-2514.

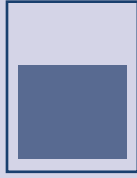
TCDLA media **ADVERTISING** Information

Display Ad Sizes



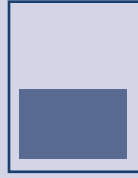
full page

Voice 51p x 66p
8" x 11"



$\frac{2}{3}$ page

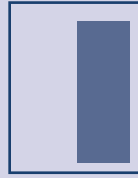
42p x 37p6
7" x 6 $\frac{1}{4}$ "



$\frac{1}{2}$ page

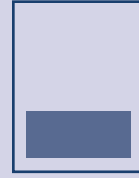
42p x 28p4
7" x ~4.7"

or



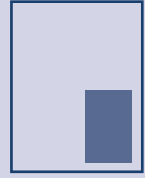
$\frac{1}{2}$ page

20p6 x 56p8
~3.4" x ~9.44"



$\frac{1}{3}$ page

42p x 18p9
7" x 3 $\frac{1}{4}$ "



$\frac{1}{4}$ page

20p6 x 28p4
3 $\frac{3}{8}$ " x 4 $\frac{1}{4}$ "

Directory 31p6 x 49p
8 $\frac{1}{4}$ " x 5 $\frac{1}{4}$ "

31p6 x 24p9
4 $\frac{1}{4}$ " x 5 $\frac{1}{4}$ "

Website Linked panels on web page available for \$500. Please contact us for more information.

Display Ad Rates

Size and position	1x	3x	6x	10x	Directory
Full Page	450	1215	2160	3150	500
Back Cover (Color Only)	1000	2700	4800	7000	1100
Inside Back Cover (Color Only)	600	1620	2880	4200	850
Inside Front Cover (Color Only)	650	1755	3120	4550	975
$\frac{2}{3}$ Page	300	810	1440	2100	n/a
$\frac{1}{2}$ Page	250	675	1200	1750	300
$\frac{1}{3}$ Page	200	540	960	1400	n/a
$\frac{1}{4}$ Page	150	405	720	1050	n/a
2-Page Spread	800	2160	3840	5600	n/a

Voice ad rates listed above reflect the following discounts:
10 percent discount for ads running three times; 20 percent discount for ads running six times; 30 percent discount for ads running 10 times.

Display Ad Deadlines

Voice	Jan/Feb	Mar	Apr	May	Jun	Jul/Aug	Sep	Oct	Nov	Dec
	12/1	2/1	3/1	4/1	5/1	6/1	8/1	9/1	10/1	11/1

Membership Directory Membership directory ads must be purchased no later than July 1 of each year.

***Ads reserved after the published reservation deadline will be charged an additional 10 percent.**

Payment and Cancellations

Advertisers must make payment for the first insertion when advertising materials are submitted. Cancellation of media agreement must be received by TCDLA in writing on or before 30 days after agreement has been signed by the sponsoring party. By advertising you agree to the TCDLA policies attached.

TCDLA media Advertising Agreement

Contact information *(please type or print)*

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Enclosed Payment *(Payment must accompany the Media Advertising Agreement in order to be processed. By advertising you agree to the TCDLA policies attached.)*

Advertising Order Form

Voice

Position	Size	Frequency	Cost
_____	_____	_____	_____

Directory

Position	Size	Cost
_____	_____	_____

Website

Position	Size	Frequency	Cost
_____	_____	_____	_____

Total Amount Due \$ _____

Payment Information

Check (Payable to TCDLA)

Credit Card

(Mastercard, Visa, Discover, or American Express)

Name on Card

Card Number

Expiration Date

Authorized Signature

The undersigned agrees to the terms of this agreement on behalf of his/her company/organization.

On behalf of the sponsor (authorized signature)

Printed Name

Authorized Signature

Date

On behalf of TCDLA

Melissa J. Schank, Executive Director
Texas Criminal Defense Lawyers Association

Date